LISTING OF CLAIMS

1. (Cancelled).

2. (Cancelled).

3. (Cancelled).

4. (Cancelled).

5. (Cancelled).

6. (Cancelled)

7. (Cancelled).

8. (Cancelled).

9. (Currently Amended) An article comprising a computer readable medium having computer program code tangibly stored in a computer readable medium executable by a computer comprising a set of instructions for assessing institutional food service needs on a ~~university~~ campus according to the following steps:

a) ~~processing~~ inputting data regarding ~~at least one of~~ :

1) campus geography comprising one or more of: location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and obstacles or impediments to travel;

2) campus architecture comprising one or more of: use, location, attendance rates, and schedule of each building;

3) population comprising one or more of: location, time, purpose, and schedules of individuals;

4) food service preferences and desires comprising one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences; and

5) existing services comprising one or more of location of services, on-campus services, off-campus services, satisfaction, and type of services;

b) segmenting the campus into geographic units and day parts;

c) identifying each need not met by current services as an opportunity gap;

d) for each geographic unit and day part, generating optimal facility locations and one or more optimal services corresponding to the facility locations and day parts selected from the group consisting of brands, hours, design layouts, and meal plans; and

e) generating a financial model for each of said optimal facility locations.

~~b) defining a plurality of target market units, and optionally sub-units;~~

~~c) defining a plurality of day-parts based on traditional meal-times; and~~

~~d) for each target market unit at each day-part:~~

~~1) assessing the preferences of the population therein,~~

~~2) identifying each need not met by current services as an opportunity,~~

~~3) correlating each opportunity to an available service wherein the scope and objective of each service is determined, and~~

~~4) reporting each correlated available service as a recommended service.~~

10. (Cancelled).

11. (Cancelled).

12. (Cancelled).

13. (Cancelled).

14. (Cancelled)

15. (Currently Amended) A computer system for managing a ~~university~~ campus food service system comprising:

a database; and

a computer including the computer readable medium of claim 1, programmed to optimize the ~~university~~ campus food service system based on responses to surveys of patrons and potential patrons,

the database including records of facilities, staff, menu options, times of services, ~~university~~ campus calendar, and the responses comprising patron and potential patron preferences, wherein the computer system generates, in addition to the facility locations and financial models, schedules of menu items, staff, and service times for each dining facility ~~by maximizing a common thread between the different groups~~.

16. (New) The article of claim 1 configured to generate a plan for providing, updating, and /or expanding services based on population and sub/population factors.

17 (New) The article of claim 1 wherein the campus is a university campus.

18. (New) A method of generating optimal dining facility locations on a campus and generating a financial model for each of said optimal dining facility locations comprising

a) using a computer, inputting data regarding:

1) campus geography comprising one or more of: location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and obstacles or impediments to travel;

2) campus architecture comprising one or more of: use, location, attendance rates, and schedule of each building;

3) population comprising one or more of: location, time, purpose, and schedules of individuals;

4) food service preferences and desires comprising one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences; and

5) existing services comprising one or more of location of services, on-campus services, off-campus services, satisfaction, and type of services;

b) using a computer, segmenting the campus into geographic units and day parts;

c) using a computer, identifying each need not met by current services as an opportunity gap;

d) for each geographic unit and day part, generating optimal facility locations and one or more optimal services corresponding to the facility locations and day parts selected from the group consisting of brands, hours, design layouts, and meal plans and,

e) using a computer, generating a financial model for each of said optimal facility locations.

19. (New) The method of claim 18 wherein the campus is a university campus.

20. (New) The method of claim 18 including using a computer to generate schedules of menu items and staff for each at least one dining facility on the campus.

21. (New) The article of claim 9 comprising generating optimal brands, hours, design layouts, and meal plans corresponding to the facility locations.

22. (New) The method of claim 18 comprising generating optimal brands, hours, design layouts, and meal plans corresponding to the facility locations.